## ORDER

100308 Orders Order / Rev: 06809912 Alt Order #: Product Desc: NRSC 2012 Estimate: Flight Dates: 10/17/12 - 10/23/12 Primary AE: Amy McCreary Original Date / Rev: 04/13/12 / 04/17/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Medla Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: National Republican Senatorial Comm Demographic: A35+ New Business Thru: **Product Codes:** PLI2,PLI1 Order Separation: 00:15:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill Plan				•
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	114	\$86,250,00	\$73.312.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$86,250.00	\$73,312.50	0.00
Totals	114	\$86,250.00	\$73,312.50	0.00

Agency External ID:

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	·		Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	31%	\$86,250,00
Market	100%	\$278,225.81

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	<b>\$0</b> .00
KINC	0%	\$0.00
KLAS	31%	\$86,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$47,298.39
KTUD	1%	\$2,782.26
KVVU	17%	\$47,298.39
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,346.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	-	6-7a	WTF	:30	3	\$700.003	0.00 NM	3	<b>\$2,100</b> .00
	NEWS			5, 12, 13, 13, 15, 15									
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/1	15/12	10/21/12	WTF	3	\$700.00	0.00						

Print Date: 04/17/12 10:04:38 Page 2 of 6

Order / Rev:

100308

Advertiser:

National Republican Senatorial Committe

Alt Order#:

06809912

Product Desc:

NRSC 2012

KSNV

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSN	<b>/</b> 10/17/1	2 10/19/12	M-F 6-7a WakeU	_	6-7a	WTF	:30	3	\$700.003	0.00 NM	3	\$2,100.00
NEWS	3		M-F 6-7a WakeU	p w/Wagners								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1		10/21/12	WTF	3	\$700.00	0.00						
E 2 KSN	V 10/22/1	2 10/23/12	M-F 6-7a WakeUp M-F 6-7a WakeU	_	6-7a	MT	:30	2	\$700.003	0.00 NM	2	\$1,400.00
NEW:	3		IVI-I O-YA VVAICO	p wivagners								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1 E 3 KSN		10/28/12 2 10/23/12	MT Today Show	CM 2	\$700.00 658a-9am	0.00 MT	:30	4	\$900.001	0.00 NM		en con no
E 3 KON	V 10/22/1	2 10/23/12	Today Show	CIVI	0004-94111	W = = = = =	.50	4	\$90 <b>0</b> .00 f	O.OO INIVI	4	\$3,600.00
TODA												
<u>S</u> Week: 1	tart Date	End Date 10/28/12	<u>Weekdays</u> мт	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
		2 10/19/12	Today Show	CM	658a-9am	WTF	:30	6	\$900.001	0.00 NM	6	\$5,400.00
			Today Show						,		-	40,100.00
TODA		End Data	Maakdaya	CnatalMaak	Doto	Dating						
ಲ್ಲ Week; 1	tart <u>Date</u> 0/15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$900.00	Rating 0.00						
E 5 KSN	V 10/17/1	2 10/19/12	M-F Today Show	II 3rd HCM	9-10a	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
TODA	v		M-F Today Show	· II								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/21/12	WTF	3		0.00						
E 6 KSN	V 10/22/1	2 10/23/12	M-F Today Show		9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
TODA	·Υ		M-F Today Show	' 11								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1		10/28/12	MT	2		0.00						
E 7 KSN	V 10/22/1	2 10/23/12	M-F Today Show Today 4th Hour	III 4th 18M	10am-11am	MT	:30	2	\$325.001	0.00 NM	2	<b>\$650</b> .00
TODA	Υ		roddy 4th riodi									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1		10/28/12	MT M-F Today Show	2 111 4th 19M	\$325.00 10am-11am	0.00 WTF	:30	3	\$325.001	0.00 NM	2	<b>ሰ</b> ርፖሮ ሲር
E O KON	V 10/1//1	2 10/19/12	Today 4th Hour	III MUI KANI	TOAITI-TTATII	~~W F	.30	3	<b>Φ323.00</b> I	0.00 NM	3	\$975.00
TODA												
<u>S</u> Week: 1	tart Date	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
-			Rachael Ray	CM	11am-12pm	WTF	:30	6	\$325,001	0.00 NM	6	\$1,950.00
			Rachael Ray		•				*		_	<b>47,000.00</b>
RR	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/21/12	WTF	6		0.00						
E 10 KSN	V 10/22/1	2 10/23/12	Rachael Ray	СМ	11am-12pm	MT'	:30	4	\$325.001	0.00 NM	4	\$1,300.00
RR			Rachael Ray			-						
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/28/12	MT	4		0.00						
E11 KSN	V 10/22/1	12 10/23/12	Noon News	СМ	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
NEW	S		Noon News									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>						
Week: 1		10/28/12	MT	2		0,00			#405.007	0.05 1111	_	<b>*</b>
ETZ KSN	v 10/17/	12 10/19/12	Noon News Noon News	СМ	12-1230pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
NEW	s									· [		
_	Start Date	End Date	<u>Weekdays</u> WTF	Spots/Week		Rating						
Week: 1 E 13 KSN		10/21/12 12 10/19/12	A& 1 L	<u>3</u> CM	\$425.00 1230-1p	0.00 WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
5 / .5/1				V	00 ip	**	.50	0	Ψ020.001	0.00 IVIN	J	Ψ010.00

Print Date: 04/17/12 10:04:38 Page 3 of 6

Order / Rev:

100308

Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809912

Product Desc:

Estimate:

NRSC 2012

KSNV

Flight Dates:

**NEWS** 

Week: 10/15/12

Start Date

E 25 KSNV 10/17/12 10/19/12

**End Date** 

10/21/12

Weekdays

-WTF--

Spots/Week

СМ

3

Rate

\$1,100.00

657-730p

Rating

0.00

--WTF--

:30

3 \$1,200.003

0.00 NM

3

\$3,600.00

10/17/12 - 10/23/12

Ln Ch Start End Inventory Code Break Len Spots Start/End Time Days Rate Pri Rtg Type Spots Amount The Agenda 1230pm The Agenda 1230pm **AGENDA** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 10/15/12 10/21/12 \$325.00 0.00 E 14 KSNV 10/22/12 10/23/12 The Agenda 1230pm CM 1230-1p MT----:30 \$325,001 0.00 NM 2 \$650.00 The Agenda 1230pm **AGENDA** End Date Start Date Spots/Week Weekdays Rating Rate Week: 10/22/12 10/28/12 0.00 \$325.00 E 15 KSNV 10/22/12 10/23/12 The Doctors CM :30 \$325.001 0.00 NM 2pm-3pm MT'----2 2 \$650.00 The Doctors DRS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$325.00 0.00 E 16 KSNV 10/17/12 10/19/12 The Doctors CM :30 \$325.001 0.00 NM 2pm-3pm --WTF--3 3 \$975.00 The Doctors DRS Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/15/12 10/21/12 --WTF--\$325.00 0.00 E 17 KSNV 10/17/12 10/19/12 3-4p \$450.001 Dr. Phil CM --WTF--:30 6 0.00 NM 6 \$2,700.00 Dr Phil PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --WTF-6 \$450.00 0.00 E 18 KSNV 10/22/12 10/23/12 Dr. Phil CM 3-4p :30 \$450.001 MT-----0.00 NM \$1,800.00 Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 MT----\$450.00 0.00 E 19 KSNV 10/22/12 10/23/12 News 3 at 4 MT----CM 4-430p :30 \$700.003 0.00 NM \$1,400.00 News 3 at 4 **NEWS** Start Date Spots/Week End Date Weekdays Rate Rating MT----Week: 10/22/12 10/28/12 \$700.00 0.00 E 20 KSNV 10/17/12 10/19/12 News 3 at 4 CM 4-430p --WTF--:30 3 \$700,003 0.00 NM 3 \$2,100.00 News 3 at 4 **NEWS** Spots/Week Start Date End Date Weekdays <u>Rate</u> Rating 10/21/12 --WTF--Week: 10/15/12 \$700.00 0.00 E 21 KSNV 10/17/12 10/19/12 News 3 at 430pm CM 430-5pm --WTF--:30 \$700.003 0.00 NM 3 \$2,100.00 News 3 at 4:30PM **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating --WTF--Week: 10/15/12 10/21/12 \$700.00 0.00430-5pm E 22 KSNV 10/22/12 10/23/12 News 3 at 430pm CM MT----:30 \$700.003 0.00 NM 2 \$1,400.00 News 3 at 4:30PM **NEWS** End Date Spots/Week Start Date <u>Weekdays</u> Rate Rating Week: 10/22/12 10/28/12 MT----0.00 \$700.00 E 23 KSNV 10/22/12 10/23/12 M-F Early News CM 5-630p MT----:30 2 \$1,100.003 0.00 NM \$2,200.00 2 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 MT----Week: 10/22/12 2 \$1,100,00 0.00 E 24 KSNV 10/17/12 10/19/12 M-F Early News CM 5-630p ~-WTF--:30 3 \$1,100.003 0.00 NM 3 \$3,300.00 M-F Early News

Print Date: 04/17/12 10:04:38 Page 4 of 6
Order / Rev: 100308 Advertiser: National Republican Senatorial Committe

KSNV

Flight Dates: 10/17/12 - 10/23/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
				M-F Jeopardy M-F Jeopardy									
	JEP		E 15 (		5 ( 444 )		_(,,)			•			
w	<u>Sta</u> eek: 10	<u>rt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> ₩TF	Spots/Week 3	<u>Rate</u> \$1,200.00	Rating 0.00						
			2 10/23/12	M-F Jeopardy	СМ	657-730p	MT~	:30	2	\$1,200.003	0.00 NM	2	\$2,400.00
	JEP			M-F Jeopardy									. ,
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
-	eek: 10/	22/12	10/28/12	MT		\$1,200.00	0.00						
E 27	KSNV	10/22/1	2 10/23/12	M-F Wheel	CM	730-758pm	MT	:30	2	\$1,200.003	0.00 NM	2	\$2,400.00
	WHEEL	_		M-F Wheel of Fo	rtune								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		10/28/12	MT M-F Wheel	CM	\$1,200.00 730-758pm	0.00	.00		*********			
L 20	KONV	10/1///	2 10/19/12	M-F Wheel of Fo		730-736pm	~~WTF	:30	3	\$1,200.003	0.00 NM	3	\$3,600.00
	WHEEL												
W	<u>Sta</u> eek: 10/	<u>irt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$1,200.00	Rating 0.00						
E 29	KSNV	10/17/1		M-F News 3 at El		11pm-1135pi		:30	3	\$1,100.003	0.00 NM	3	\$3,300.00
	NEWS			M-F News 3 at E	leven								
		ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10/		10/21/12	WTF	3	\$1,100.00	0.00						
E 30	KSNV	10/22/1	2 10/23/12	M-F News 3 at El M-F News 3 at E		11pm-1135pi	m MT	:30	2	\$1,100.003	0.00 NM	2	\$2,200.00
	NEWS			WI-F News 3 at E	ieven			•					
187		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10/ KSNV		10/28/12 2 10/23/12	MT~ The Tonight Show		\$1,100.00 1135p-1237a	0.00 MT	:30	2	\$450.003	0.00 NM	,	<b>\$000.00</b>
			- 10,20,12	Tonight Show		1100p 12070	1 1-11	.50		φ430.003	U.UU INIVI	2	\$900.00
	IS NOT	HOW irt Date	End Date	Weekdays	Spots/Week	Data	D-4:						
W	eek: 10/		10/28/12	MT	2	<u>Rate</u> \$450.00	<u>Rating</u> 0.00						
E 32	KSNV	10/17/1	2 10/19/12	The Tonight Show	v CM	1135p-1237a	WTF	:30	3	\$450.003	0.00 NM	3	\$1,350.00
	TON SI	-lO\W		Tonight Show								-	
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10/		10/21/12	WTF	3	\$450.00	0.00						
E 33	KSNV	10/23/1	2 10/23/12	Tues PR 8-10p Tuesday Prime 8	CM ~10pm	8-10pm	-T	:30	1	\$3,600.001	0.00 NM	1	\$3,600.00
	LOSER		·	,									
\A/ <sub>1</sub>	<u>Sta</u> /eek: 10	rt <u>Date</u> 22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$3,600.00	Rating 0.00						
				Wed PR 10-11p	CM '	10-11pm	U.UU	:30	1	\$3,200.001	0.00 NM	1 1	\$3,200.00
	O) (I) (			Wednesday Prim	e 10-11pm	•			·	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	0.00 1111		ψο,200.00
	SVU Sta	rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
W	eek: 10/		10/21/12	W	1	\$3,200.00	0.00						
E 35	KSNV	10/20/1	2 10/20/12			6a-7a	S-	:30	1	\$350.003	0.00 NM	1	\$350.00
	NEWS			News 3 Sunrise S	SATURDAY								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		10/21/12	S	1	\$350.00	0.00					ļ	
⊏ 30	MIGN	IVIZUIT.	4 10/40/12	Saturday Today Saturday Today	СМ	7a-9am	S-	:30	1	\$600.003	0.00 NM	1	\$600.00
	SAT TO												
W	<u>Sta</u> /eek: 10	<u>rt Date</u> 115/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
			2 10/20/12		CM	9am-930am		:30	1	\$500.001	0.00 NM	1	\$500.00
								=	•		1 1191		4050,00

Print Date: 04/17/12 10:04:38 Page 5 of 6

Order / Rev:

100308

Advertiser:

National Republican Senatorial Committe

Alt Order #: Flight Dates: 06809912

Product Desc: NF

NRSC 2012

KSNV

10/17/12 - 10/23/12

Estimate:

Ln Cl	h Start	End	Inventory Code		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			News 3 Today - S News 3 Today - S									
NE	ws		.vollo o rodaj (	<i>,</i> , , , , , , , , , , , , , , , , , ,						_		•
Week	Start Date :: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
		12 10/19/12	Face to Face w/ F		630-657pm	WTF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
FA		E-4 D-4-		0	Б.	D. //						
Week	<u>Start Date</u> :: 10/15/12	End Date 10/21/12	<u>Weekdays</u> WTF- <i>-</i>	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
E39 KS	SNV 10/17/	12 10/19/12	Wake Up Early w Wake Up Early W	•	430a-5a	WT	:30	1	\$200.001	0.00 NM	1	\$200.00
EA	RLY		Take op Lan, I	- ugilolo								
Week	Start Date c: 10/15/12	End Date 10/21/12	<u>Weekdays</u> WT	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 40 KS	NV 10/20/	12 10/20/12	· ·		657-8pm	S-	:30	1	\$325.003	0.00 NM	1	\$325.00
Wh	l/JEP		WKND Jeop/Whe	901								
Week	Start Date :: 10/15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 41 KS	SNV 10/20/		Sat PR 10-11p	CM	10-11pm	S-	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
sv	U		Saturday Prime 1	0-11pm								
Week	Start Date (: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$1,000.00	Rating 0.00						
			Sa-Su News 3 at	ElevenCM	11pm-1135p		:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
NE	ws		Sa-Su News 3 at	Eleven		,						
Week	Start Date :: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E 43 KS	SNV 10/20/		Saturday Night Liv	ve CM		2amS-	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
SN	L		Saturday Night Li	ve								
Week	Start Date :: 10/15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00						
			News 3 Sunrise -	SUNDAM	6a-7a	S	:30	1	\$350.003	0.00 NM	1	\$350.00
NE	ws		News 3 Sunrise §	SUNDAY								
Week	Start Date c: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
	····		Sunday Today	СМ	7a-8am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
SU	N TODAY		Sunday Today									
Week	Start Date c: 10/15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
			Meet the Press	CM	8a-9am	S	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
МТ	'P		Meet the Press									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	c: 10/15/12 SNV 10/21/	10/21/12 12 10/21/12	S News 3 Today W		\$1,300.00 9a-930am	0.00	:30	1	\$500.001	0.00 NM	1	\$500.00
	WS		News 3 Today		02. 0004.,,	, and the second	.00	•	ψοσο.σο τ	0.00 11111	'	ψοσο.σο
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				:		
	c: 10/15/12 SNV - 10/21/	10/21/12 12 10/21/12	S Chris Matthews 9	1 30AM SM	\$500.00 9:30a-10a	0.00	:30	1	\$500.001	0.00 NM	1	የደረሰ ሰላ
			Chris Matthews S		5.00a-10a	3	.50	•	ψοσο,σο (	U.UU INIVI	1	\$500,00
CM	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
***************************************	c: 10/15/12	10/21/12	S	1	\$500.00	0.00			A0 500 005	0.00 111		40.000
⊏.49 K3	SNV 10/21/	12 10/21/12		СМ	1P-9PM	S	:30	1	\$6,500.003	0.00 NM	1	\$6,500.00

Print Date: 04/17/12 10:04:39

Page 6 of 6 Order / Rev: 100308 Advertiser: National Republican Senatorial Committe Alt Order #: 06809912 Product Desc: NRSC 2012 **KSNV** Flight Dates: 10/17/12 - 10/23/12 Estimate: Start/End Time Days Ln Ch End Inventory Code Rate Pri Rtg Type Spots Start Break Len Spots Amount NFL Football NFL Football SNF Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S 1 \$6,500.00 0.00 E 50 KSNV 10/21/12 10/21/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 1 \$1,000.003 0.00 NM ----S \$1,000.00 Sa-Su News 3 at Eleven **NEWS** End Date Spots/Week Start Date Weekdays Rating Rate

0.00

1 \$1,000.00

Week: 10/15/12

10/21/12

----S

Totals 114 \$86,250.00